

ABSTRACT OF THE DISCLOSURE

5 The active media content access system includes a remote control having an
electronic system that monitors the date, time, current device, and current channel that
a user is currently watching. When the user depresses a selection button during a
television event they are interested in receiving more information about, the electronic
system immediately logs the event data such as current date, current time, current
10 device and current channel for later uploading to a control station. When the user is
finished watching television, they then can connect the electronic system to the Internet
and upload the logged event data to the control station which matches the uploaded
event data with previously known television programming information received from
programming stations to allow for determination of the television event the user was
15 watching when the selection button was depressed. The control station also determines
what available information to the send to the user such as e-mail, websites, printed
materials, software offers and other information related to the television event the user
is interested in receiving additional information about.